OIPE JC178
FEB 13 2003
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PREFERENCE FACTORS	CUMALATIVE PREFERENCE FACTORS	RESULT
BASE PREFERENCE	BASE PREFERENCE	BASE PREFERENCE
DOWNSIDE	BASE PREFERENCE + DOWNSIDE	ATTAINED OVERALL PREFERENCE
UPSIDE	BASE PREFERENCE + DOWNSIDE + UPSIDE	BEST PREFERENCE
NOT REACHABLE	BASE PREFERENCE + DOWNSIDE + UPSIDE + NOT REACHABLE	TOTAL POSSIBLE PREFERENCE=100%

FIG. 1

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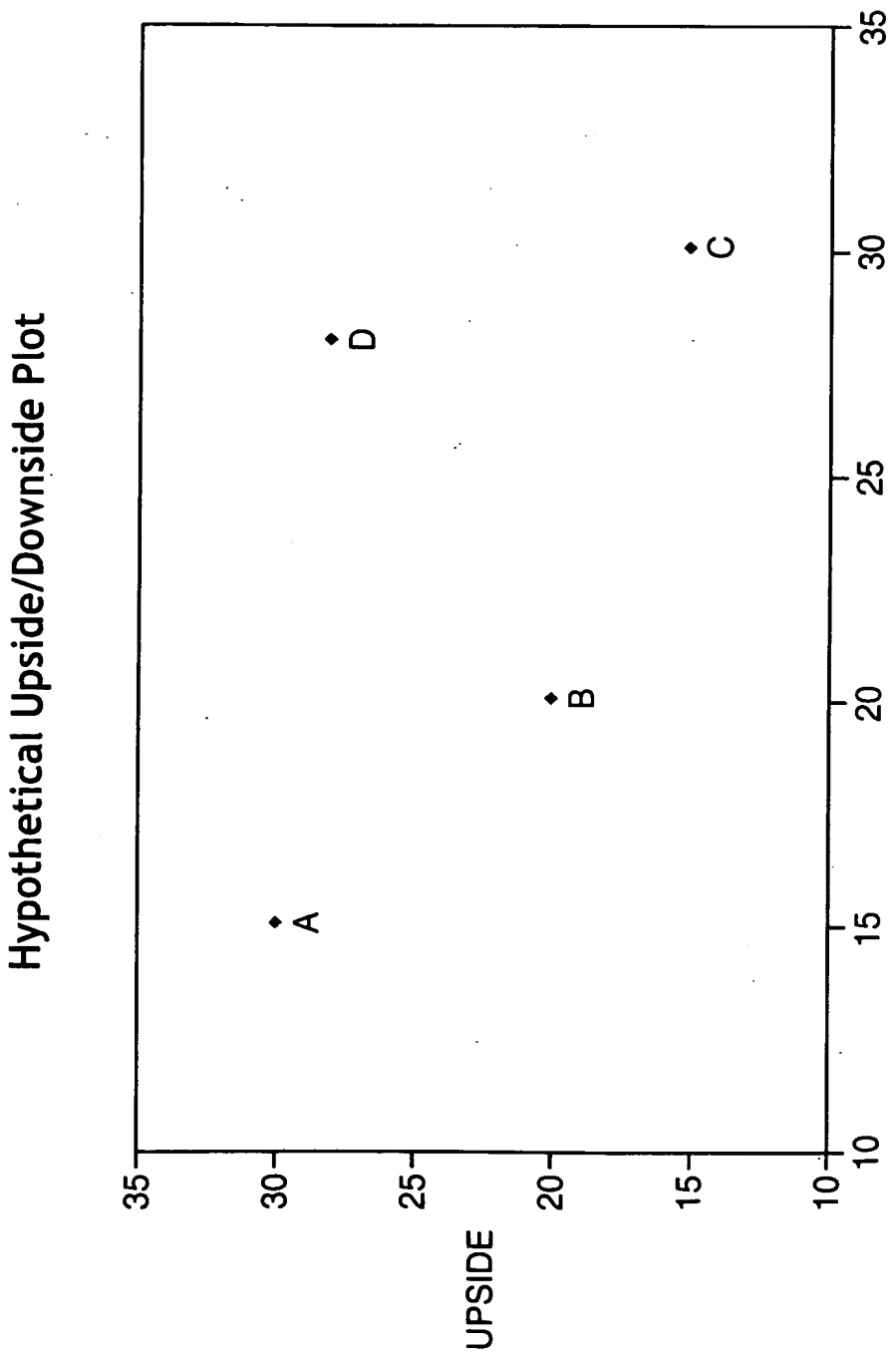

FIG. 2

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Title: "METHOD FOR ESTIMATING THE EFFECT OF CHARACTERISTICS ON PRODUCT PREFERENCE AND/OR CONCEPT PERFORMANCE"
Inventors: William E. Harvey et al.
Serial No.: 10/020,637
Docket No.: 17373

	TEST PRODUCT					
	UPSIDE/DOWNSIDE					
(NOTE: ATTRIBUTES ARE SPECIFIC TO EACH TEST)	BASE PREFERENCE	DOWNSIDE	UPSIDE	BEST	NOT REACHABLE	ATTRIBUTE PREFERENCE
	%	%	%	%	%	%
BETTER QUALITY	26	29	41	96	4	[42]
KEPT YOU DRIER	31	24	37	92	8	[40]
BETTER FIT OVERALL	26	29	36	91	9	45
MORE COMFORTABLE	32	23	36	91	9	38
FELT SECURE	16	39	35	90	10	[53]
EASY ON/OFF	47	8	33	88	12	20
BETTER PROTECTION	23	32	32	87	13	[50]
FEEL LIKE UNDERWEAR	36	19	30	85	15	38
LOOK LIKE UNDERWEAR	41	14	28	83	17	34
FIT AT LEGS	43	12	26	81	19	31
MORE ABSORBENT	25*	30*	25	80	20	[54]
FIT AT WAIST	34	21	24	79	21	[47]
LESS NOTICEABLE	49	6	20	75	25	23

	TEST PRODUCT %
OVERALL PREFERENCE	[55]

* = CAUTION: SMALL BASE (N<=30) USED IN CALCULATION

FIG. 3A

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CONTROL PRODUCT

(NOTE: ATTRIBUTES ARE SPECIFIC TO EACH TEST)	UPSIDE/DOWNSIDE: BASE PREFERENCE %	DOWNSIDE %	UPSIDE %	BEST %	NOT REACHABLE %	ATTRIBUTE PREFERENCE %	NO PREFERENCE ON ATTRIBUTE %
BETTER QUALITY	17	18	58	93	7	23	35
KEPT YOU DRIER	24	11	39	74	26	23	38
BETTER FIT OVERALL	12	23	44	79	21	35	20
MORE COMFORTABLE	12	23	47	82	18	33	29
FELT SECURE	12	23	56	91	9	29	18
EASY ON/OFF	24	11	34	69	31	24	56
BETTER PROTECTION	17	18	49	84	16	27	23
FEEL LIKE UNDERWEAR	16	19	41	76	24	32	30
LOOK LIKE UNDERWEAR	23	12	26	61	39	32	34
FIT AT LEGS	21	14	29	64	36	33	37
MORE ABSORBENT	21*	14*	47*	82*	18*	23	23
FIT AT WAIST	20	15	41	76	24	28	26
LESS NOTICEABLE	30	5	15	50	50	23	53

	CONTROL PRODUCT %	NO OVERALL PREFERENCE %
OVERALL PREFERENCE	35	10

* = CAUTION: SMALL BASE (N<=30) USED IN CALCULATION

FIG. 3B

Title: "METHOD FOR ESTIMATING THE EFFECT OF CHARACTERISTICS ON PRODUCT PREFERENCE AND/OR CONCEPT PERFORMANCE"
Inventors: [redacted] William E. Harvey et al.
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